

## BDEMO\_AGE

What is your current age?

## B\_Generation

Do you consider yourself...?

- ☐ An immigrant to Canada
- ☐ A first generation Canadian (a Canadian who's parents were born elsewhere)
- ☐ A second generation Canadian (a Canadian who's grandparents were born elsewhere)
- ☐ A third (or more) generation Canadian
- ☐ A native or Indigenous person
- ☐ None of these

## B\_UNAIDED\_AWARENESS

When you think of charitable organizations, which ones come to mind? *Please list as many as you can.*

☐ Don't know

## B\_SEG1

Have you personally made a charitable donation in the past 12 months? Select all that apply.

- ☐ Yes – Financial donation
- ☐ Yes – In kind donation (a donated good such as food, household goods, clothing, etc.)
- ☐ Yes – I volunteered my time once or a few times (i.e. at charitable events)
- ☐ Yes – I volunteered my time on an ongoing basis
- ☐ Yes – Other
- ☐ No
- ☐ Not sure

## B\_SEG2

Thinking back over the past 12 months, approximately how much did you donate to charity (including religious institutions such as churches, synagogues, mosques)?

\$

☐ Not sure

### B\_SEG3

Of the \$\$ {q://QID6/ChoiceTextEntryValue} you donated to charities in the past 12 months, how much of that was to **religious organizations**, such as churches, synagogues, mosques, etc.?

\$

☐ Don't know

### B\_SEG4

Of the \$\$ {q://QID6/ChoiceTextEntryValue} you donated to charities in the past 12 months, how much of that was to an **international relief and development organization**?

\$

☐ Don't know

B\_SEG5

How likely are you to donate to an international relief and development organization in the next 12 months?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Somewhat unlikely
- ☐ Very unlikely

B\_SEG6

From the following list, please rank the top 3 categories you are most likely to donate to.

	1	2	3	4	5	6	7	8
Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts & culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural disasters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
International aid & development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- ☐ None of these
- ☐ Not sure

**B\_SEG7**

How likely are you, if at all, to support a charitable organization through a monthly pledge? That is, making an ongoing monthly donation.

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Not very likely
- ☐ Not at all likely

**B\_SEG8**

Why are you **unlikely** to support a charitable organization through a monthly pledge?

- ☐ I am concerned about my personal finances
- ☐ I prefer supporting charities on an ad-hoc basis rather than an ongoing commitment
- ☐ I do not like to make monthly commitments
- ☐  Other (please specify)

**B\_SEG9**

Have you visited the website of any of the organizations you financially supported in the past 12 months?

- ☐ Yes
- ☐ No
- ☐ Don't recall

## B1\_FAMILIARITY

How familiar are you with the following organizations? By familiar, we mean how much do you know about the organization.

	Very familiar	Somewhat familiar	Just heard the name	Never heard of this organization
The Salvation Army	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
UNICEF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plan Canada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Canadian Cancer Society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
World Vision Canada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Doctors without Borders Canada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compassion Canada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Canadian Red Cross	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SickKids Hospital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Canadian Tire Jumpstart	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
UHNCR (United Nations High Commissioner for Refugees)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## B2\_FAVOURABILITY

Do you have a favourable or an unfavourable view of the following charitable organizations?

	Very favourable	Somewhat favourable	Somewhat unfavourable	Very unfavourable
» World Vision Canada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Canadian Tire Jumpstart	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Canadian Red Cross	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Compassion Canada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## B2b\_SUPPORT

To what extent would you consider supporting each of the following organizations?

	1 – Would not consider at all	2	3	4	5	6	7 – Would strongly consider
» Canadian Red Cross	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Compassion Canada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Plan Canada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» SickKids Hospital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» World Vision Canada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Doctors without Borders Canada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Canadian Tire Jumpstart	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» The Salvation Army	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1 – Would not consider at all	2	3	4	5	6	7 – Would strongly consider
» Canadian Cancer Society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» UNICEF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» UHNCR (United Nations High Commissioner for Refugees)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## B3\_TRUST

To what extent do you trust each of the following organizations?

	1 – Not at all	2	3	4	5	6	7 - A lot
» Canadian Red Cross	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Compassion Canada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Plan Canada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» SickKids Hospital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» World Vision Canada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Doctors without Borders Canada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Canadian Tire Jumpstart	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» The Salvation Army	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Canadian Cancer Society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



	1 – Not at all	2	3	4	5	6	7 - A lot
» UNICEF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» UHNCR (United Nations High Commissioner for Refugees)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## B\_NegativeBaggage

Please select all charitable organizations that, in your opinion (or impression):

	Plan Canada	Canadian Red Cross	World Vision Canada	Canadian Tire Jumpstart	The Salvation Army	UNICEF	UHNCR (United Nations High Commissioner for Refugees)
Waste too much money on advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Waste too much money on administrative costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is too focused on getting donations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has a relationship with a religion / faith that makes me suspicious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

◀
▶

## B4\_DONATE

How likely are you to make a donation to the following organizations in the next 12 months?

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely
» Canadian Red Cross	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Compassion Canada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Plan Canada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» SickKids Hospital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» World Vision Canada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Doctors without Borders Canada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Canadian Tire Jumpstart	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» The Salvation Army	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Canadian Cancer Society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» UNICEF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» UHNCR (United Nations High Commissioner for Refugees)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## B\_Donate\_Why

Now we would like you to think about **World Vision** specifically. You said you would be  $\{\text{q://qid22/choicegroup/selectedanswers/xx5}\}$  to donate to World Vision in the next 12 months. Please explain why you feel this way.

Please note that your written responses will be used to assess data quality.

Surveys with incoherent answers (e.g., random letters) will not count as valid completions.

## Probe#1

{{e://Field/DonateWhyProbe}}

## B\_TRUST\_IMPROVE

Which of the following should World Vision prioritize to enhance your trust in the organization? Please rank all priorities from 1 (top priority) to 6 (lowest priority) by using your mouse or finger to reorder the list.

Prove that the money goes to where it is intended

Greater clarity around the work World Vision does

Show the results for the work done

Cut / lower administration costs

Tell me where the donations are going

Other

## B\_Comfort\_Pre

How comfortable are you in describing what World Vision does? Are you...?

- ☐ Very comfortable
- ☐ Somewhat comfortable
- ☐ Somewhat uncomfortable
- ☐ Very uncomfortable

**B\_FamiliarityOE**

If a friend had never heard of World Vision, how would you describe what World Vision does to them?

**B5\_WORD**

Based on what you know of World Vision, please choose up to 6 words or phrases you associate with the organization.

Items	Selected Words
Child focused	
Boring	
Authentic	
A leader	
Modern	
Pretentious	
Compelling	
Courageous	
Poverty focused	
Confident	

Inflexible

Unreliable

Development focused

Accountable

Confusing

Outdated

**B6\_ASSOCIATIONS**To what extent do you associate the following with **World Vision**?

	Strongly associate	Somewhat associate	Not really associate	Do not associate at all
Puts in place lasting solutions for the communities it supports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shares evidence in a relevant way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is an organization I admire and would be proud to support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supports communities/places around the world where families live in the most dangerous and fragile environments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Makes me feel connected to the work that is done in the field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Strongly associate	Somewhat associate	Not really associate	Do not associate at all

	Strongly associate	Somewhat associate	Not really associate	Do not associate at all
Helps communities become self- sufficient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Makes me feel my donation is making a difference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is in line with my values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is transparent in what they do and how they operate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is modern in its approach to supporting communities in need	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Strongly associate	Somewhat associate	Not really associate	Do not associate at all
Is making a big difference in people's lives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Works on causes that are important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a leader in the charitable giving space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Produces real, measurable, tangible results	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## BTRUST\_INDEX

To what extent do you agree or disagree that World Vision...

	Agree strongly	Agree somewhat	Disagree somewhat	Disagree strongly
Has an excellent reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effectively uses donor dollars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gives me a clear sense of what they do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is an inspiring organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is the best organization for doing good in the world	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## B7

How familiar are you with the following World Vision programs? By familiar, we mean how much do you know about the program?

	Very familiar	Somewhat familiar	Just heard the name	Never heard of this program
Gift Catalogue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Childhood Rescue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Raw Hope	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Village 2 Village	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chosen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30 Hour Famine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Child Sponsorship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## B8\_RECALL

Have you seen any advertising from World Vision in the past year?

- ☐ Yes
- ☐ No
- ☐ Not sure

## B9\_CHANNEL

Thinking of the most recent ad you saw for World Vision, where did you see or read the ad(s)? Select all that apply.

- ☐ Bus shelter ads
- ☐ At a mall
- ☐ Street posters
- ☐ Newspaper ads
- ☐ At a cinema/theatre
- ☐ Outdoor digital signs
- ☐ Magazines
- ☐ Online
- ☐ Television
- ☐ Radio
- ☐  At a sporting event (please indicate the event(s))
- ☐  Other (please specify)

## B\_Noticed

Now just thinking about the last few months, have you *noticed* World Vision any more, any less or about the same?



- ☐ **Yes**, I've noticed World Vision **more**
- ☐ **No**, I've noticed World Vision **less**
- ☐ It's **about the same**, I've neither noticed World Vision more or less often
- ☐ I'm unsure

## B10\_SPORT

How would you describe your experience or feelings about World Vision Canada upon seeing their advertising at a sporting event?

- ☐ Positive
- ☐ Neutral
- ☐ Negative

## B10\_ONLINE

In the previous question, you said that you saw the ad(s) online. Where **specifically** did you see or read the ad(s)? Select all that apply.

- ☐ LinkedIn
- ☐ Instagram
- ☐ Tumblr
- ☐ Pinterest
- ☐ Facebook
- ☐ TikTok
- ☐ Amazon
- ☐ eBay
- ☐ World Vision Website
- ☐ X (formerly Twitter)

- ☐ YouTube
- ☐  Other (please specify):
- ☐ Can't remember

## B10\_TV

In a previous question you said you saw the ad(s) on television, can you tell us where you saw the television ads specifically? Select all that apply.

- ☐ AppleTV
- ☐ SmartTV
- ☐ Set top / cable box
- ☐ SamsungTV
- ☐ Amazon Fire
- ☐ Chromecast
- ☐ RokuTV
- ☐ Xumo
- ☐ Games Console (Xbox, Play Station)
- ☐ Did not see ad(s) on any of the above
- ☐ Don't recall where on TV I saw the ads

## B11\_TVAD\_RECALL

Please watch the following short video. Once you're finished, click next to continue and answer a few follow up questions.

00:31

Do you recall seeing the following ad prior to taking this survey?

00:31

- ☐ Yes, definitely
- ☐ Yes, possibly

☐ No / don't recall

How long ago did you see this ad?

- ☐ Within the past week
- ☐ 1 to 2 weeks ago
- ☐ 2 to 4 weeks ago
- ☐ 1 to 2 months ago
- ☐ 2 to 3 months ago
- ☐ More than 3 months ago

**B12\_ADAPPEAL**

00:31

Overall, how appealing or unappealing is this ad?

☐ Very appealing

- ☐ Somewhat appealing
- ☐ Somewhat unappealing
- ☐ Very unappealing

## B\_APPEAL\_RATING

00:31

Why did you find this ad \${q://QID123/ChoiceGroup/SelectedChoices} ?

Please remember that your written responses will be used to assess data quality. Surveys with incoherent answers (e.g., random letters) will not count as valid completions.

## B13\_AD\_PERCEPTIONS

From the statements below, please select ones that apply to the ad you just saw.

- ☐ This ad makes me feel guilty
- ☐ This ad gives me a better understanding of various ways to donate with World Vision
- ☐ This ad helps me better understand what World Vision does
- ☐ This ad creates a strong emotional response
- ☐ This ad is annoying
- ☐ This ad is relevant to me personally
- ☐ This ad has a clear message
- ☐ This ad is believable
- ☐ This ad makes World Vision seem different than other charities
- ☐ This ad illustrates how World Vision does good in the World
- ☐ This ad makes me want to take action
- ☐ This ad is memorable
- ☐ This ad is inspiring
- ☐ This ad fits with what I know about World Vision
- ☐ This ad is impactful
- ☐ This ad aligns with my values
- ☐ None of the above

## B16\_TAGLINE\_MEANING

In the ad you just viewed, it mentioned “Feed a child, feed a childhood”. What does this mean to you?

## B17\_ACTION

Having seen this ad, how likely are you to do any of the following?

	Already did this	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely
Seek more information about World Vision online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk about global poverty with my friends / family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Like / Share / Repost the ad to someone I know online (e.g. social media, email)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk about World Vision with my friends / family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit World Vision's website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Donate to World Vision by sponsoring a child	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Donate to World Vision in some other way than sponsoring a child	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## B18\_BUZZ

Excluding any form of advertising, have you seen or heard anything about World Vision recently?

- ☐ Yes – saw / heard something positive
- ☐ Yes – saw / heard something neutral
- ☐ Yes – saw / heard something negative

☐ No

B19\_BUZZ

Please describe what you saw or heard about World Vision.

B20\_Social\_media

How often do you use the following social media platforms, if any?

	Daily	Every few days	Once a week or so	Once a month or so	Less than once a month	Never (do not ever use)
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pinterest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
X (formerly Twitter)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reddit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other social media (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<div></div>						



**BQSEG10**

You're almost done! We have just a few more questions.

Earlier you mentioned that you personally made a donation to a charitable organization in the past 12 months... Thinking about the donations you've made over the last year, please rank the top three factors in terms of what motivated you to donate.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
The charitable organization itself appealed to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a strong connection to the cause	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cause was one that has affected me or my family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's a charitable organization or cause that my friends or family supports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's a charitable organization or cause that my place of worship supports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have so much, so I feel it's important to help others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tax benefits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To promote a certain philosophy or belief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teaching positive values to my child(ren)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
A reflection of my spirituality/religion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sharing my good fortune	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investing in a better future for everyone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because you can afford to give	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling of satisfaction from helping others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A moral responsibility to give	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making a difference for the better	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helping children in need	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Giving charitable donations makes me feel better about myself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel pressured by others to give	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't put a lot of thought into it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- ☐ None of these
- ☐ Not sure

BDEMO\_GENDER

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other/prefer not to answer

## BDEMO1

Which of the following best describes your relationship status?

- ☐ Single
- ☐ In a relationship
- ☐ Engaged
- ☐ Married
- ☐ Widowed
- ☐ Separated / Divorced
- ☐ Other
- ☐ Prefer not to answer

## BDEMO2

Which one of the following best describes your religious identity?

- ☐ Christian
- ☐ Spiritual
- ☐ Hindu
- ☐ Jewish
- ☐ Atheist
- ☐ Buddhist

- ☐ Agnostic
- ☐ Muslim
- ☐ Sikh
- ☐  Other
- ☐ No religious identity
- ☐ Prefer not to say

## BDEMO3

Other than special occasions such as weddings, funerals, or baptisms, how often do you attend religious services?

- ☐ More than once a week
- ☐ Once a week
- ☐ 2-3 times a month
- ☐ Once a month or so
- ☐ A few times a year
- ☐ Never

## BDEMO\_IA

Thinking about all the money you have saved and invested – in savings accounts, GICs, mutual funds, stocks, bonds, ETFs or GICs, including investments in RRSPs, TFSAs, RESPs, RRIFs or non-registered investment accounts – which one of the following ranges would the total dollar amount fall into?

*Please do not include the value of any real estate you own, or an employer-provided pension that you may be entitled to.*

- ☐ Less than \$25,000

- ☐ Between \$25,000 and \$49,999
- ☐ Between \$50,000 and \$99,999
- ☐ Between \$100,000 and \$249,999
- ☐ Between \$250,000 and \$499,999
- ☐ Between \$500,000 and \$749,999
- ☐ Between \$750,000 and \$999,999
- ☐ Between \$1 million and \$2.5 million
- ☐ \$2.5 million or more
- ☐ Don't know

## BDEMO\_Education

Please select the highest level of education you have completed.

- ☐ Elementary / grade school
- ☐ Some high school
- ☐ High school graduate
- ☐ Some college / technical school
- ☐ Completed college / technical school
- ☐ Some university
- ☐ University undergraduate degree
- ☐ Some post-graduate school
- ☐ Post-graduate degree

## Removed questions

Why did you rate the World Vision ad as  
\${q://qid44/choicegroup/selectedchoices}?

Please remember that your written responses will be used to assess data quality. Surveys with incoherent answers (e.g., random letters) will not count as valid completions.

00:30

In the ad you just viewed, it mentioned “Help girls and boys in the world's most dangerous places”. What does this mean to you?

Overall, how appealing or unappealing is this ad?

- ☐ Very appealing
- ☐ Somewhat appealing
- ☐ Somewhat unappealing
- ☐ Very unappealing

00:30

Do you recall seeing the following ad?

00:30

- ☐ Yes, definitely
- ☐ Yes, possibly
- ☐ No / don't recall

☐ Don't know

Please take a moment to read the statement below. Imagine this as forming the base of a new ad campaign with ads that would use this language. How appealing do you find this ad campaign description? Is it...?



***Every action can be the start of something new—  
something that with God, reaches further than is possible for any of us to see.***

***When belief moves from our hearts to our hands, we act.  
We choose to feed the hungry. We choose to give the thirsty something to drink. We  
care. And we choose to do.  
Because every act can make a difference,  
revealing a child's God-given gifts and abundant potential.***

***You believe because you had a believer.  
Someone who opened your eyes to what was possible.  
Now you can be the spark for another,  
showing a child that they have purpose. That they can be more.  
Because even the simplest act can ignite hope, when done in Jesus' name.***

***Everyone needs a believer.***

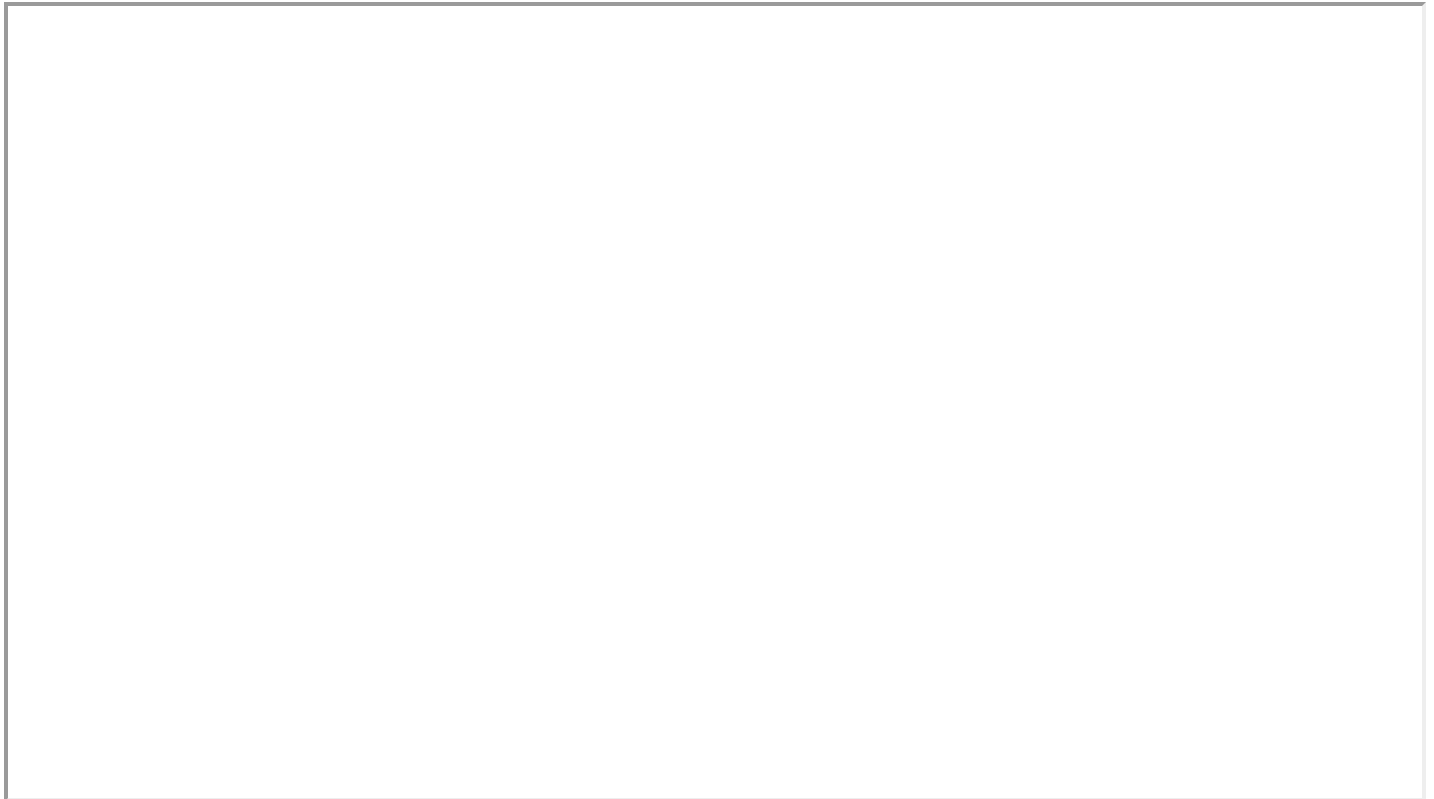
- ☐ Very appealing
- ☐ Somewhat appealing
- ☐ Somewhat unappealing
- ☐ Very unappealing

Which of the following statements apply to the ad campaign description you just read.  
*Select all that apply.*

- ☐ This helps me better understand what World Vision does
- ☐ This is relevant to me personally
- ☐ This is annoying
- ☐ This is different from other World Vision messages
- ☐ This is memorable
- ☐ This makes me feel guilty

- ☐ This makes me want to take action
- ☐ This is unique
- ☐ This is impactful
- ☐ This has a clear message
- ☐ This is inspiring
- ☐ This illustrates how World Vision does good in the World
- ☐ This gives me a better understanding of various ways to donate with World Vision
- ☐ This aligns with my values
- ☐ This fits with what I know about World Vision
- ☐ This is believable
- ☐ None of the above

Please watch the following ad.



Please watch the following ad.

Overall, how appealing or unappealing is this ad?

- ☐ Very appealing
- ☐ Somewhat appealing
- ☐ Somewhat unappealing
- ☐ Very unappealing

Why did you rate the World Vision ad as  
\${q://QID108/ChoiceGroup/SelectedChoices}?

Please remember that your written responses will be used to assess data quality. Surveys with incoherent answers (e.g., random letters) will not count as valid completions.

From the statements below, please select ones that apply to the ad you just saw.

- ☐ This ad portrays the issue(s) in a new way / differently from what I have seen from similar organizations
- ☐ This ad is inspiring
- ☐ This ad makes me want to take action
- ☐ This ad is memorable
- ☐ This ad makes me feel guilty
- ☐ This ad is believable
- ☐ This ad illustrates how World Vision does good in the World
- ☐ This ad is impactful
- ☐ This ad is unique
- ☐ This ad helps me better understand what World Vision does
- ☐ This ad has a clear message
- ☐ This ad is relevant to me personally
- ☐ This ad is annoying
- ☐ This ad aligns with my values
- ☐ This ad fits with what I know about World Vision
- ☐ This ad gives me a better understanding of various ways to donate with World Vision
- ☐ None of the above

00:30

00:30

Do you recall seeing the following ad?

00:30

- ☐ Yes, definitely
- ☐ Yes, possibly
- ☐ No / don't recall

Do you recall seeing the following ad?

00:30

- ☐ Yes, definitely
- ☐ Yes, possibly
- ☐ No / don't recall



00:30

00:30

Please watch the following ad.



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